



WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

CONTRACT

And:

American Rambler Production
138 Conant Street
Beverly, MA 01915

<u>Contract / Revision</u> 563089 /		<u>Alt Order #</u> 07892500
<u>Product</u> ROMNEY/P/R--RNC		
<u>Contract Dates</u> 07/25/12 - 07/31/12		<u>Estimate #</u>
<u>Advertiser</u> Republican National Committee-Romney/R/P		<u>Original Date / Revision</u> 08/07/12 / 08/07/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTKR	<u>Account Executive</u> Jamie Andrus	<u>Sales Office</u> Washington, D.C.
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u> RNCR	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	3	07/25/12	07/29/12	Newschannel 3 News	6-7am		:30			NM	6	\$1,560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	--222--				6	\$260.00			
2	3	07/30/12	07/31/12	Newschannel 3 News	6-7am		:30			NM	4	\$1,040.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	22-----				4	\$260.00			
3	3	07/25/12	07/29/12	Price Is Right	11am-12n		:30			NM	5	\$2,075.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	--222--				6	\$415.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	3	3	07/23/12-07/29/12	Price Is Right	11am-12n	---WTF----	:30		\$415.00	NM		
				Credited								
E 4	3	07/30/12	07/31/12	Price Is Right	11am-12n		:30			NM	3	\$1,245.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	22-----				4	\$415.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	3	07/30/12-08/05/12	Price Is Right	11am-12n	MTU-----	:30		\$415.00	NM		
				Credited								
5	3	07/30/12	07/31/12	Newschannel 3 News	12n-1230pm		:30			NM	4	\$1,180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	MT-----				4	\$295.00			
6	3	07/25/12	07/29/12	Newschannel 3 News	12n-1230pm		:30			NM	6	\$1,770.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	--WTF--				6	\$295.00			
7	3	07/25/12	07/29/12	CBS Daytime	1228-3pm		:30			NM	6	\$2,490.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	--222--				6	\$415.00			
8	3	07/30/12	07/31/12	CBS Daytime	1228-3pm		:30			NM	4	\$1,660.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	22-----				4	\$415.00			
9	3	07/30/12	07/31/12	Ellen Degeneres 3pm	3-4pm		:30			NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	MT-----				4	\$200.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract / Revision</u>	<u>Alt Order #</u>
563089 /	07892500

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
07/25/12 - 07/31/12	ROMNEY/P/R-RNC	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Republican National Com	08/07/12 / 08/07/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
10	3	07/25/12	07/29/12	Ellen Degeneres 3pm	3-4pm		:30			NM	6	\$1,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/23/12	07/29/12	--222--				6	\$200.00				
11	3	07/25/12	07/29/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	6	\$1,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/23/12	07/29/12	--222--				6	\$200.00				
12	3	07/30/12	07/31/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	4	\$800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/30/12	08/05/12	22-----				4	\$200.00				
13	3	07/30/12	07/31/12	Newschannel 3 News	5-530pm		:30			NM	4	\$1,320.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/30/12	08/05/12	22-----				4	\$330.00				
14	3	07/25/12	07/29/12	Newschannel 3 News	5-530pm		:30			NM	6	\$1,980.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/23/12	07/29/12	--222--				6	\$330.00				
15	3	07/25/12	07/29/12	Newschannel 3 News	530-6pm		:30			NM	6	\$1,860.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/23/12	07/29/12	--222--				6	\$310.00				
16	3	07/30/12	07/31/12	Newschannel 3 News	530-6pm		:30			NM	4	\$1,240.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/30/12	08/05/12	22-----				4	\$310.00				
17	3	07/30/12	07/31/12	Newschannel 3 News	6-630pm		:30			NM	4	\$1,940.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/30/12	08/05/12	22-----				4	\$485.00				
18	3	07/25/12	07/29/12	Newschannel 3 News	6-630pm		:30			NM	6	\$2,910.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/23/12	07/29/12	--222--				6	\$485.00				
19	3	07/25/12	07/29/12	7-730pm	7-730pm		:30			NM	6	\$2,790.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/23/12	07/29/12	--222--				6	\$465.00				
20	3	07/30/12	07/31/12	7-730pm	7-730pm		:30			NM	4	\$1,860.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/30/12	08/05/12	22-----				4	\$465.00				
21	3	07/30/12	07/31/12	730-8pm	730-8pm		:30			NM	4	\$1,740.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/30/12	08/05/12	22-----				4	\$435.00				
22	3	07/25/12	07/29/12	730-8pm	730-8pm		:30			NM	6	\$2,610.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/23/12	07/29/12	--222--				6	\$435.00				
23	3	07/25/12	07/29/12	Late News (M-F)	11-1135p		:30			NM	6	\$3,240.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/23/12	07/29/12	--222--				6	\$540.00				
24	3	07/30/12	07/31/12	Late News (M-F)	11-1135p		:30			NM	4	\$2,160.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/30/12	08/05/12	22-----				4	\$540.00				
25	3	07/30/12	07/31/12	Late Night with David Letterm	1135pm-1237am		:30			NM	4	\$660.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/30/12	08/05/12	22-----				4	\$165.00				
26	3	07/25/12	07/29/12	Late Night with David Letterm	1135pm-1237am		:30			NM	5	\$825.00	

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Republican National Com	08/07/12 / 08/07/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	<u>Totals</u>	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Spots</u>	<u>Amount</u>
Week:		07/23/12	07/29/12	--221--				5	\$165.00			
27	3	07/30/12	07/30/12	Monday Prime	10-11pm		:30			NM	1	\$1,655.00
Week:		07/30/12	08/05/12	M-----				1	\$1,655.00			
28	3	07/31/12	07/31/12	NCIS	8-9pm		:30			NM	1	\$2,060.00
Week:		07/30/12	08/05/12	-T-----				1	\$2,060.00			
29	3	07/31/12	07/31/12	Tuesday Prime	9-10pm		:30			NM	1	\$1,785.00
Week:		07/30/12	08/05/12	-T-----				1	\$1,785.00			
30	3	07/31/12	07/31/12	Tuesday Prime	10-11pm		:30			NM	1	\$1,375.00
Week:		07/30/12	08/05/12	-T-----				1	\$1,375.00			
31	3	07/25/12	07/25/12	Wednesday Prime	9-10pm		:30			NM	1	\$1,925.00
Week:		07/23/12	07/29/12	--W----				1	\$1,925.00			
32	3	07/25/12	07/25/12	Wednesday Prime	10-11pm		:30			NM	1	\$1,655.00
Week:		07/23/12	07/29/12	--W----				1	\$1,655.00			
33	3	07/25/12	07/29/12	Thursday Prime	8-9pm 1x perr PR		:30			NM	2	\$3,570.00
Week:		07/23/12	07/29/12	---T---				2	\$1,785.00			
35	3	07/26/12	07/26/12	Thursday Prime	10-11pm		:30			NM	1	\$1,785.00
Week:		07/23/12	07/29/12	---T---				1	\$1,785.00			
36	3	07/25/12	07/29/12	Friday Prime	9-10pm		:30			NM	1	\$1,180.00
Week:		07/23/12	07/29/12	----F--				1	\$1,180.00			
37	3	07/27/12	07/27/12	Friday Prime	10-11pm		:30			NM	1	\$1,375.00
Week:		07/23/12	07/29/12	----F--				1	\$1,375.00			
38	3	07/25/12	07/29/12	Saturday Prime	10-11pm		:30			NM	1	\$590.00
Week:		07/23/12	07/29/12	-----S-				1	\$590.00			
39	3	07/25/12	07/29/12	Late News (Sa-Su)	11-1135p		:30			NM	2	\$730.00
Week:		07/23/12	07/29/12	-----S-				2	\$365.00			
40	3	07/25/12	07/29/12	CBS Sunday Morning	9-1030am		:30			NM	2	\$560.00
Week:		07/23/12	07/29/12	-----S				2	\$280.00			
41	3	07/25/12	07/29/12	Face the Nation	1030-11am		:30			NM	1	\$345.00
Week:		07/23/12	07/29/12	-----S				1	\$345.00			
42	3	07/25/12	07/29/12	Newschannel 3 News	630-7pm		:30			NM	1	\$140.00
Week:		07/23/12	07/29/12	-----S				1	\$140.00			
43	3	07/25/12	07/29/12	Sunday Prime	7-8pm		:30			NM	1	\$1,275.00
Week:		07/23/12	07/29/12	-----S				1	\$1,275.00			

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07/25/12 - 07/31/12	ROMNEY/P/R-RNC	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Republican National Com	08/07/12 / 08/07/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals	
											Spots	Amount
44	3	07/25/12	07/29/12	Sunday Prime	10-11pm		:30			NM	1	\$980.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	-----S				1	\$980.00			
45	3	07/29/12	07/29/12	Late News (Sa-Su)	11-1135p		:30			NM	2	\$1,030.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	-----S				2	\$515.00			
46	3	07/25/12	07/29/12	Sunday Prime	9-10pm		:30			NM	1	\$1,080.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/23/12	07/29/12	-----S				1	\$1,080.00			
Totals											150	\$69,250.00

Time Period	# of Spots	Gross Amount	Net Amount
06/25/12 - 07/29/12	95	\$44,730.00	\$38,020.50
07/30/12 - 07/31/12	55	\$24,520.00	\$20,842.00
Totals	150	\$69,250.00	\$58,862.50

Signature: _____ Date: _____

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